

**UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF FLORIDA**

CASE NO. 25-25088-CIV-ALTONAGA/Reid

GOYARD ST-HONORE,

Plaintiff,

v.

CHEAPGOYARDSTORE.COM, et al.,

Defendants.

ORDER

THIS CAUSE came before the Court at a January 6, 2026, Hearing [ECF No. 40] on Plaintiff, Goyard St-Honore’s Renewed Motion for Entry of a Preliminary Injunction [ECF No. 27] against Defendants. (*See generally* Schedule “A” attached to Amended Complaint [ECF No. 14] (listing Defendants)). The Court has reviewed Plaintiff’s submissions, the record, and applicable law. As discussed below, Plaintiff satisfies the requirements for a preliminary injunction, and the Court will issue one.

I. INTRODUCTION


Plaintiff brings five claims for relief: (1) trademark counterfeiting and infringement under section 32 of the Lanham Act, 15 U.S.C. § 1114; (2) false designation of origin under section 43(a) of the Lanham Act, 15 U.S.C. § 1125(a); (3) cybersquatting under section 43(d) of the Lanham Act; (4) unfair competition under Florida common law; and (5) trademark infringement under Florida common law. (*See* Am. Compl. [ECF No. 14] ¶¶ 45–80). Plaintiff alleges Defendants are promoting, advertising, distributing, offering for sale, and selling counterfeit and infringing versions of its branded products in the Southern District of Florida through certain identified Internet websites and supporting domains operating under

the Subject Domain Names. (*See generally id.* ¶ 26).

As relevant to its Motion, Plaintiff alleges Defendants’ actions have caused, and will continue to cause, irreparable injury to Plaintiff by (1) taking away Plaintiff’s control over how its trademarks appear to the public; (2) misleading consumers into believing Defendants’ goods are authorized by Plaintiff; (3) falsely associating Plaintiff with Defendants’ products and e-commerce stores; and (4) exploiting Plaintiff’s reputation, goodwill, and the commercial value of its trademarks. (*See generally Mot.*). For these reasons, Plaintiff seeks a preliminary injunction with respect to Defendants’ alleged Lanham Act violations. (*See id.* 6–12).

II. BACKGROUND

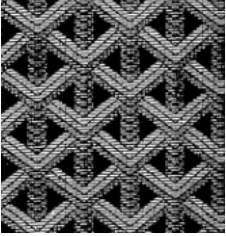

Plaintiff is a foreign business entity organized under the laws of the Republic of France “engaged in the business of manufacturing and distributing . . . a variety of high-quality goods under multiple world-famous common law and federally registered trademarks[.]” (Am. Compl. ¶ 4 (alteration added)). Plaintiff owns the following trademarks, which are valid and registered on the Principal Register of the United States Patent and Trademark Office (the “Goyard Marks”):

Trademark	Registration Number	Registration Date	Class / Goods
	1,709,953	August 25, 1992	IC 016 – Office requisites; — agendas and spare sheets therefor, desk pads, pen holders, writing pads, pencil jars for desk use, mail trays for desk use, notebooks, and pen cases. IC 018 – Articles of fancy leather, leather, cloth, and skin articles;, namely, valises, travel trunks,



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Trademark	Registration Number	Registration Date	Class / Goods
			cosmetic cases, travelling bags, handbags, brief cases, attaché cases, brief case type document cases, toilet cases sold empty, makeup cases sold empty, wallets, hat boxes for travel, business card cases, key cases, garment bags for travel, jewel cases, umbrellas, cloth carriers, articles for dogs; — dog collars, dog leashes, dog clothes and carrying bags.
GOYARD	1,821,224	February 15, 1994	<p>IC 016 – Office requisites; — agendas, repertories, notebooks, check cases, and pen cases.</p> <p>IC 018 – Articles of fancy leather, leather, cloth, and skin articles; namely, valises, travel trunks, cosmetic cases sold empty, traveling bags, handbags, briefcases, attaché cases, briefcase type document cases, toilet cases sold empty, make-up cases sold empty, wallets, hat boxes for travel, business card cases, key cases, draw string pouches, garment bags for travel, necktie cases, umbrellas, saddlebags, saddle covers, and articles for dogs; — dog collars, dog leashes, dog clothes and carrying bags.</p>

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Trademark	Registration Number	Registration Date	Class / Goods
	1,854,666	September 20, 1994	IC 018 – Articles of fancy leather, leather, cloth, and skin articles; namely, valises, travel trunks, cosmetic cases sold empty, traveling bags, handbags, brief cases, attaché cases, brief case type document cases, toilet cases sold empty, makeup cases sold empty, wallets, hat boxes for travel, business card cases, key cases, garment bags for travel, articles for dogs; — dog collars, dog leashes.
 <p data-bbox="245 1125 428 1224">(E. Goyard Honore Paris)</p>	3,418,288	April 29, 2008	IC 018 – Bags and traveling sets — traveling bags; garment bags for travel; luggage trunks; valises, vanity cases sold empty, rucksacks, handbags, beach bags, school bags; suitcases, briefcases, pocket wallets, purses, not of precious metal, leather key cases; business card cases; umbrellas.

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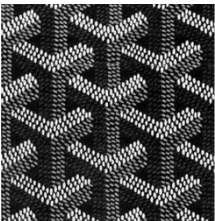
Trademark	Registration Number	Registration Date	Class / Goods
	4,036,898	October 11, 2011	<p>IC 014 – Goods made of precious metals and their alloys, other than for dental use, in the nature of jewelry — bracelets, boxes for watches, jewelry boxes.</p> <p>IC 018 – Goods of leather and imitations of leather — travelling bags, travelling sets comprised of luggage, and garment bags for travel; trunks; suitcases; unfitted vanity cases; rucksacks; handbags; sports bags; beach bags; school bags; attaché cases; document cases; briefcases; school satchels; under-arm bags — handbags; leather goods — wallets, purses not of precious metal, leather key cases, card holders for wallets; umbrellas.</p> <p>IC 025 – Clothing for men, women, and children, namely, shawls, scarf, gloves, neckties, belts, footwear, except orthopedic footwear — slippers.</p>
	5,532,309	August 7, 2018	<p>IC 009 – Spectacle cases, protective cases for portable telephones, tablet computers, and computers.</p> <p>IC 014 – Jewelry — key rings, bracelets, presentation boxes for jewelry, jewelry boxes; presentation boxes for watches.</p>

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Trademark	Registration Number	Registration Date	Class / Goods
			<p>IC 016 – Products made of cardboard or paper — boxes of cardboard or paper, passport holders, office requisites excluding furniture, namely, diary covers being stationery, document holders, desk pads, writing instruments — pens, ball-point pens, pencil cases.</p> <p>IC 018 – Products made of leather or imitations of leather — straps of leather, leather leashes, boxes of leather or imitation leather, wallets of leather or imitation leather, briefcases of leather; traveling trunks, traveling bags, leather traveling sets — leather cases and pouch sets for travel, garment bags for travel; trunks, attaché cases, suitcases; unfitted vanity cases, backpacks, handbags, beach bags, sports bags, bags for carrying animals, briefcases, purses, wallets, coin purses, key cases being leather products, card cases being wallets, credit card holders being wallets; collars for animals, animal leashes; clutch bags.</p> <p>IC 025 – Clothing — belts being clothing, neckties, shawls, scarves.</p>

Trademark	Registration Number	Registration Date	Class / Goods
	5,742,053	May 07, 2019	<p>IC 009 –Spectacle cases; protective cases for mobile telephones, tablets, electronic diaries, and computers.</p> <p>IC 014 – Jewelry — key rings, bracelets, presentation boxes for jewelry, jewelry boxes; chronometric apparatus and instruments — watch cases; presentation cases for watches; all the aforesaid goods of French origin or made in France.</p> <p>IC 016 – Products made of cardboard or paper — boxes of cardboard or paper; money clips; passport holders; office requisites, not being furniture — paper knives, diary covers being stationery, letter trays, desk pads, writing instruments — pens, ball-point pens, pencil holders, pencil cases.</p> <p>IC 018 – Products made of leather or imitations of leather — straps in the nature of belts of leather, leather leashes, boxes of leather or imitation leather, wallets of leather or imitation leather, briefcases of leather; traveling trunks; traveling bags; travelling sets consisting of leather cases and pouch sets for travel; garment bags for travel; trunks; attaché cases, suitcases; vanity cases sold empty; backpacks; handbags; beach bags; sports bags; bags for</p>

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Trademark	Registration Number	Registration Date	Class / Goods
			<p>carrying animals; briefcases; purses; wallets; coin purses; key cases of leather; card cases being wallets; credit card holders being wallets; collars for animals; leashes for animals; clutch bags; all the aforesaid goods of French origin or made in France.</p> <p>IC 025 – Clothing — neckties, shawls, scarves, all the aforesaid goods of French origin or made in France.</p>
	5,753,841	May 21, 2019	<p>IC 003 – Shoe polish.</p> <p>IC 009 – Spectacle cases; protective cases for portable telephones, tablets, and computers; cases for portable telephones.</p> <p>IC 014 – Jewelry — key rings, bracelets; jewelry boxes; chronometric instruments and apparatus — cases for watches.</p> <p>IC 016 – Products made of cardboard or paper — boxes of cardboard or paper; money clips; passport holders; office requisites, excluding furniture, namely, cases for stationery, covers for stationery diaries, desk pads; pens, ball-point pens, pencil cases.</p>

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Trademark	Registration Number	Registration Date	Class / Goods
			IC 018 – Goods made of leather or imitations leather — leather or imitation leather boxes; leather or imitation leather small handbags; leather briefcases; travel trunks; travel bags; leather cases and pouch sets for travel; garment bags for travel; travelling trunks, attaché cases, suitcases; vanity cases sold empty; backpacks; handbags; beach bags; sports bags; bags for carrying animals; briefcases; wallets; purses; coin purses; leather goods — key cases; card holders in the nature of a wallet; credit card holders in the name of a wallet; collars for animals; animal leashes; clutch bags. IC 021 – Shoe brushes. IC 025 – Clothing — belts, neckties, shawls, scarves.

(See *Ex Parte* Mot. for Entry of Temporary Restraining Order, Ex. 1, Decl. of Jean-Laurent Thierry “Thierry Decl.” [ECF No. 8-1] ¶ 5; *see also* Am. Compl. ¶ 16). The Goyard Marks are used in connection with the manufacture and distribution of high-quality goods. (See Thierry Decl. ¶ 5).

Plaintiff has presented evidence that each Defendant, by operating its Internet website under its Subject Domain Name, has advertised, promoted, offered for sale, or sold goods bearing and/or using what Plaintiff identifies as counterfeit, infringing, reproduced, or colorable

imitations of the Goyard Marks. (See Thierry Decl. ¶¶ 10–12; *Ex Parte* Mot. for Entry of Temporary Restraining Order, Ex. 3, Decl. of T. Raquel Wiborg-Rodriguez “Wiborg-Rodriguez Decl.” [ECF No. 8-3] ¶¶ 2–3; see generally *id.*, Ex. 2, Thierry Chart [ECF No. 8-2]; *id.*, Ex. 4, Wiborg-Rodriguez Investigation [ECF No. 8-4]). Defendants are not now, nor have they ever been, authorized or licensed to use, reproduce, or make counterfeits, reproductions, or colorable imitations of the Goyard Marks. (See Thierry Decl. ¶¶ 10–12).

Plaintiff conducted a review and visually inspected the various items bearing the Goyard Marks offered for sale by Defendants via the Internet websites operating under the Subject Domain Names and determined the products offered for sale were non-genuine, unauthorized versions of Goyard’s products. (See Thierry Decl. ¶¶ 10–12).

III. LEGAL STANDARD

Under the Lanham Act, the Court has the “power to grant injunctions, according to the principles of equity and upon such terms as the court may deem reasonable, to prevent the violation of any right of the registrant of a mark registered in the Patent and Trademark Office or to prevent a violation under subsection (a), (c), or (d) of section 1125 of [Title 15 of the U.S. Code].” 15 U.S.C. § 1116(a) (alteration added). In addition, injunctive relief is also available for a violation of 15 U.S.C. section 1114(1)(a). See *id.* § 1116(d)(1)(A).

To obtain a preliminary injunction, a party must demonstrate “(1) a substantial likelihood of success on the merits; (2) that irreparable injury will be suffered if the relief is not granted; (3) that the threatened injury outweighs the harm the relief would inflict on the nonmovant; and (4) that the entry of the relief would serve the public interest.” *Schiavo ex. rel Schindler v. Schiavo*, 403 F.3d 1223, 1225–26 (11th Cir. 2005) (citations omitted).

IV. ANALYSIS

The declarations Plaintiff submitted in support of its *Ex Parte* Application for Entry of Temporary Restraining Order . . . [ECF No. 8] and incorporated into its Motion — the Declarations of Jean-Laurent Thierry and T. Raquel Wiborg-Rodriguez — provide a sufficient evidentiary basis for the following conclusions of law:

Plaintiff has a strong probability of proving at trial that consumers are likely to be confused by Defendants' advertisement, promotion, sale, offer for sale, or distribution of goods bearing counterfeits, reproductions, or colorable imitations of the Goyard Marks, and that the products Defendants are selling and promoting for sale are copies of Plaintiff's products that bear copies of the Goyard Marks.

Because of the infringement of the Goyard Marks, Plaintiff stands to face immediate and irreparable harm if a preliminary injunction is not issued. Defendants operate Internet websites that advertise, promote, and sell infringing products in direct violation of Plaintiff's respective rights. There is good cause to believe that additional infringing products will surface, that consumers may be misled, confused, or dissatisfied with the quality of these goods, and that Plaintiff risks losing sales of its authentic products.

The balance of harms favors Plaintiff. In particular, the potential harm to Plaintiff — its reputation and goodwill as a manufacturer and distributor of quality products — if such relief is not issued far outweighs the potential harm to Defendants — restraining its trade in counterfeit and infringing branded goods — if a preliminary injunction is issued.

The public interest favors issuance of the preliminary injunction. A preliminary injunction will protect Plaintiff's intellectual property interests and protect the public from

being defrauded by misrepresenting counterfeit and infringing goods as Plaintiff's genuine goods.

V. CONCLUSION

Accordingly, it is

ORDERED AND ADJUDGED that Plaintiff, Goyard St-Honore's Motion for Entry of [a] Preliminary Injunction . . . [ECF No. 27] is **GRANTED** under the terms set forth below:

(1) Each Defendant, its officers, directors, employees, agents, subsidiaries, distributors, and all persons in active concert or participation with any Defendant having notice of this Order are hereby restrained and enjoined until further Order of the Court as follows:

- a. From manufacturing, importing, advertising, promoting, offering to sell, selling, distributing, or transferring any products bearing and/or using the Goyard Marks, or any confusingly similar trademarks, other than those actually manufactured or distributed by Plaintiff; and
- b. From secreting, concealing, destroying, selling off, transferring, or otherwise disposing of: (i) any products, not manufactured or distributed by Plaintiff, bearing and/or using the Goyard Marks, or any confusingly similar trademarks; or (ii) any evidence relating to the manufacture, importation, sale, offer for sale, distribution, or transfer of any products bearing and/or using the Goyard Marks, or any confusingly similar trademarks.

(2) Each Defendant, its officers, directors, employees, agents, subsidiaries, distributors, and all persons in active concert or participation with any Defendant having notice of this Order shall immediately discontinue, until further Order of the Court, the use of the Goyard Marks, or any confusingly similar trademarks, on or in connection with all Internet websites and domain names owned and operated, or controlled by them, including the Internet websites operating

under the Subject Domain Names;

(3) Each Defendant, its officers, directors, employees, agents, subsidiaries, distributors, and all persons in active concert or participation with any Defendant having notice of this Order shall immediately discontinue, until further Order of the Court, the use of the Goyard Marks, or any confusingly similar trademarks within domain name extensions, metatags, or other markers within website source code, from use on any webpage (including as the title of any web page), from any advertising links to other websites, from search engines' databases or cache memory, and any other form of use of such terms that are visible to a computer user or directs computer searches to Internet websites registered, owned, or operated by any Defendant, including the Internet websites operating under the Subject Domain Names;

(4) Each Defendant shall not transfer ownership of the websites operating under the Subject Domain Names during the pendency of this action, or until further Court Order;

(5) Each Defendant shall continue to preserve copies of all computer files relating to the use of any of the Internet websites operating under the Subject Domain Names and shall take all steps necessary to retrieve computer files relating to the use of the Internet websites operating under the Subject Domain Names that may have been deleted before the entry of this Order;

(6) Upon Plaintiff's request, the domain name registrar and/or privacy protection service for any of the Subject Domain Names for which the registrant uses such privacy protection service to conceal the registrant's identity and contact information is ordered to disclose, to the extent not already done, to Plaintiff the true identities and contact information for those registrants;

(7) The domain name registrars for the Subject Domain Names shall immediately, to the extent not already done, assist in changing the registrar of record for the Subject Domain

Names to a holding account with a registrar of Plaintiff's choosing ("New Registrar"), excepting any such domain names which such registrars have been notified in writing by Plaintiff have been or will be dismissed from this action, or as to which Plaintiff has withdrawn its request to immediately transfer such domain names.

To the extent the registrars do not assist in changing the registrars of record for the domains under their respective control within one business day of receipt of this Order, the top-level domain (TLD) registries for the Subject Domain Names or their administrators, including backend registry operators or administrators, within five business days of receipt of this Order, shall change, or assist in changing, the registrar of record for the Subject Domain Names to a holding account with the New Registrar, excepting any such domain names which such registries have been notified in writing by Plaintiff have been or will be dismissed from this action or as to which Plaintiff has withdrawn its request to immediately transfer such domain names. Upon the change of the registrar of record for the Subject Domain Names, the New Registrar will maintain access to the Subject Domain Names in trust for the Court during the pendency of this action.

Additionally, the New Registrar shall immediately, to the extent not already done, institute a temporary 302 domain name redirection which will automatically redirect any visitor to the Subject Domain Names to the following Uniform Resource Locator ("URL") <https://servingnotice.com/YpfPtg/index.html>, whereon copies of the Amended Complaint, this Order, and all other documents on file in this action shall be displayed. Alternatively, the New Registrar may update the Domain Name System ("DNS") data it maintains for the Subject Domain Names, which link the domain names to the IP addresses where their associated websites are hosted, to 45.63.17.51, which will cause the domain names to resolve to the


website where copies of the Amended Complaint, this Order, and all other documents on file in this action shall be displayed. After the New Registrar has effected this change, the Subject Domain Names shall be placed on lock status by the New Registrar, preventing the modification or deletion of the domains by the New Registrar or Defendants;

(8) This Order shall apply to the Subject Domain Names, associated websites, private messaging accounts, and any other domain names, websites, or private messaging accounts that are being used by Defendants to counterfeit the Goyard Marks at issue in this action and/or unfairly competing with Plaintiff;

(9) Under 15 U.S.C. section 1116(d)(5)(D) and Federal Rule of Civil Procedure 65(c), Plaintiff shall maintain its previously posted bond in the amount of \$10,000,00 as payment of damages to which Defendants may be entitled for a wrongful injunction or restraint, during the pendency of this action, or until further order of the Court. In the Court's discretion, the bond may be subject to increase should an application be made in the interest of justice.

(10) This Preliminary Injunction shall remain in effect during the pendency of this action, or until further date as set by the Court or stipulated by the parties.

DONE AND ORDERED in Miami, Florida this 6th day of January, 2026.



CECILIA M. ALTONAGA
CHIEF UNITED STATES DISTRICT JUDGE

cc: counsel of record